ORDER

37664 08887248

Product Desc: ISSUE Estimate: 1257

Flight Dates: 10/24/12 - 10/30/12 Original Date / Rev: 10/19/12 / 10/19/12

GENERAL Order Type:

KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS

National

Agency Name:

Buying Contact:

Order / Rev:

Alt Order #:

Billing Contact:

66 Canal Center Plaza Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast EOM/EOC

15%

09/12/10

00:10:00

Advertiser

Orders

Name:

American Crossroads

Cross Roads Media

Demographic: A35+

Product Codes: PO4

Priority: LV1 AGY, POL, ISS

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$59,000.00	\$50,150.00
10/29/12	10/30/12	11	\$26,000.00	\$22,100.00

Totals

	" 0 ,		11 (1	D .:
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$59,000.00	\$50,150.00	0.00
November 2012	11	\$26,000.00	\$22,100.00	0.00
Totals	35	\$85,000.00	\$72,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$85,000.00
Market	100%	\$283,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$70,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

L	n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1	8	10/24/12	10/24/12	8 News Now 11p M-	F CM	11-1135p	W	:30	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
					8 News Now 11p M	-F								
	8	NEWS	TA WON 8	11PM										
		Star	t Date E	End Date	Weekdays S	pots/Week	Rate	Rating				- 1		
	We	ek: 10/2	22/12 1	10/28/12	W	1	\$5,000.00	0.00						
E	2	8	10/26/12	10/26/12		CM	11-1135p	F	:30	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00

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KLAS

Order / Rev:

37664

Advertiser:

American Crossroads

Alt Order #:

08887248

Product Desc:

ISSUE

Flight Dates:

10/24/12 - 10/30/12

Estimate:

1257

Ln	Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				8 News Now 11p 8 News Now 11p									
8	NEWS	NOW A	T 11PM	o News Now 11p	IVI-I						_		
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
	ek: 10/		10/28/12			\$5,000.00	0.00					_	
E 3	8	10/29/1	2 10/29/12	8 News Now 11p 8 News Now 11p		11-1135p	M	:30	1 \$	55,000.00LV1	0.00 NM	1	\$5,000.00
8	NEWS	NOW A	T 11PM	o News Now 11p	141-1								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/		11/04/12	M		\$5,000.00	0.00						
E 4	8	10/27/1	2 10/27/12	8 News Now Sat 8 News Now Sat		5-7p (5:00 PM-5:3	S- RO PM)	:30	1 \$	52,500.00LV1	0.00 NM	1	\$2,500.00
8	NEWS	NOW A	T 5PM-SAT	o news now oat	3-7 p	(0.001 10-0.0	50 T 101,						
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/		10/28/12	S-		\$2,500.00	0.00	.00	4 0	20 000 001 1/4	0.00 1/14		*** **** ***
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8	NEWS	NOW A	T NOON	o news now not									
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8	NEWS	NOW A	T NOON	o news now no									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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E 7	8	10/26/1	2 10/26/12	8 News Now Noo 8 News Now Noo		12-1230p	F	:30	1 3	52,000.00L V1	0.00 NM	1	\$2,000.00
8	NEWS	S NOW A	T NOON										
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E 8	8	10/29/1	2 10/29/12	8 News Now Noo 8 News Now Noo		12-1230p	M	:30	1 3	52,000.00LV1	0.00 NM	1	\$2,000.00
8	NEWS	S NOW A	T NOON										
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/		11/04/12 2 10/30/12	8 News Now Noo		\$2,000.00 12-1230p	0.00 -T	:30	1 0	52,000.00LV1	0.00 NM	1	\$2,000.00
E 9	8	10/30/1	2 10/30/12	8 News Now Noo		12-123Up	-1	.30	1 2	52,000.00LV1	U.UU INIVI		\$2,000.00
8	NEWS	S NOW A	T NOON										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				- 1		
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8	NEWS	NOW A	T 630PM-S		- · •	(3.33)	,						
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E 11	8	10/24/1	2 10/24/12	Live w/Kelly	CIVI	9-10a	W	.30	1 4	52,000.00LV1	0.00 1410	•	\$2,000.00
ι	IVE! W	/ITH KEL	LY										
144		rt Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
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ι		/ITH KEL		•									
184		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating 0.00						
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L 13	J	TOTZUT I	- 10/20/12	Live w/Kelly	O.M.	- 104	•	.50		,,	5.55	•	+- ,- 55.65
ι		/ITH KEL					- "						
14/-		rt Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00						
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L 14	J	10/23/1	- 10/20/12		O.W.	J 100	1.4	.50	. •	_,000.00201		•	4 -,000.00

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KLAS

Order / Rev: 37664

Advertiser: American Crossroads

Alt Order #: 08887248

Product Desc: ISSUE

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Flight Dates: 10/24/12 - 10/30/12

Estimate:

1257

1	O.L	Ctod	المراجعة	Inventory Code	Drook	Start/Eng	d Time Dave	lan Sm		Data Dri	Dia Tuna	Speta	Amazunt
Ln	Ch	Start	End	Inventory Code	Break	Start/Ent	d Time Days	Len Sp	ous	Rate Pri	Rtg Type	Spois	Amount
		AUT: 1 1/F	1.7	Live w/Kelly									
l		NITH KEI art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
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E 15	8		2 10/30/12	Live w/Kelly Live w/Kelly	СМ	9-10a	-T	:30	1 \$2	2,000.00LV1	0.00 NM	1	\$2,000.00
i		NITH KEI		Modedaya	Snota AMaak	Dete	Rating						
We	<u>ىنى</u> 10: eek	art Date /29/12	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week 1	Rate \$2,000.00	0.00						
E 16	8	10/24/1	2 10/24/12	8 News Now 4p N 8 News Now 4p N		4-5p	W	:30	1 \$2	,500.00LV1	0.00 NM	1	\$2,500.00
			AT 4PM & 43										
W	<u>Sta</u> eek: 10	art Date 122/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$2,500.00	Rating 0.00						
E 17	8			8 News Now 4p N	·	4-5p	T	:30	1 \$2	,500.00LV1	0.00 NM	1	\$2,500.00
	0 NIENA	IC NOW!	T 4DM 9 42	8 News Now 4p N	Λ-F								
•		art Date	T 4PM & 43 End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10	/22/12	10/28/12	T	1	\$2,500.00	0.00						
E 18	8	10/26/1	2 10/26/12	8 News Now 4p M		4-5p	F	:30	1 \$2	2,500.00LV1	0.00 NM	1	\$2,500.00
8	8 NEW	S NOW A	AT 4PM & 43	8 News Now 4p N OPM	/I-F								
	_	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10		10/28/12	F	1 014	\$2,500.00	0.00	.00	4 60	500 001 14	0.00 NN4		60 500 00
E 19	8	10/29/1	2 10/29/12	8 News Now 4p N 8 News Now 4p N		4-5p	M	:30	1 \$2	2,500.00LV1	0.00 NM	1	\$2,500.00
8	8 NEW	S NOW A	AT 4PM & 43	•									
187	<u>Sta</u> eek: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$2,500.00	Rating 0.00						
E 20	8		2 10/30/12			4-5p	-T	:30	1 \$2	2,500.00LV1	0.00 NM	1	\$2,500.00
		_		8 News Now 4p N	Л-F	•							
		S NOW A art Date	AT 4PM & 43 End Date	0PM Weekdays	Spots/Week	Rate	Rating						
We	<u>ىد</u> eek: 10		11/04/12	-T	1	\$2,500.00	0.00						
E 21	8	10/28/1	2 10/28/12	Sun 530-6p Ins E		530-6p	5	:30	1 \$2	2,000.00LV1	0.00 NM	1	\$2,000.00
1	INSIDE	EDITIO	N	Inside Edition Wk	ina								
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10		10/28/12	5		\$2,000.00	0.00	-20	4 60	000 001 \/4	0.00 NIM		£2 000 00
E 22	8	10/24/1	2 10/24/12	8 News Now 5-63 8 News Now 5-63	•	5-630p	W	:30	1 \$3	3,000.00LV1	0.00 NM	1	\$3,000.00
	8 NEW	S NOW F	ROTATION										
10/	<u>Sta</u> eek: 10	art Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$3,000.00	Rating 0.00				:		
E 23	8		2 10/25/12			5-630p	T	:30	1 \$3	3,000.00LV1	0.00 NM	1	\$3,000.00
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1	8 NEW	S NOW F	ROTATION	8 News Now 5-63	sup M-F								
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E 25	8	10/29/1	2 10/29/12	8 News Now 5-63 8 News Now 5-63		5-630p	M	:30	1 \$3	3,000.00 LV1	0.00 NM	1	\$3,000.00
	8 NEW	S NOW I	ROTATION										
104	<u>St</u> eek: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$3,000.00	Rating 0.00						
E 26	8		2 10/30/12		СМ	5-630p	-T	:30	1 \$3	3,000.00LV1	0.00 NM	1	\$3,000.00
											•		

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KLAS

Order / Rev: 37664

Advertiser: American Crossroads

Alt Order #: 08887248

Product Desc: ISSUE

Flight Dates: 10/24/12 - 10/30/12

Estimate: 125

1257

Ln Ch	n Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 5-630	-								
		COTATION	8 News Now 5-63	0p M-F								
8 N	EWS NOW F		Maakdaya	CastaAMaak	Data	Detina						
Maak	Start Date : 10/29/12	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week	Rate \$3,000.00	Rating 0.00						
E 27 8			8 News Now Sun 5		5-7p	S	:30	1 9	3,000.00LV1	0.00 NM	1	\$3,000.00
E 21 C	0 10/20/1	2 10/20/12	8 News Now Sun	•	(6:30 PM-7:	_	.30	1 5	55,000.00EV1	0.00 14141	'	\$5,000.00
8 NI	EWS NOW A	T 630PM-S		υ-1 β	(0.00) 10 /	30 1 111,						
	Start Date	End Date		Spots/Week	Rate	Rating						
Week:	: 10/22/12	10/28/12	S		\$3,000.00	0.00						
E 28 8	8 10/28/1	2 10/28/12	8 News Now Sun	AM #2CM	8 News Nov	v Sun AS	:30	1 \$	2,500.00LV1	0.00 NM	1	\$2,500.00
			8 News Now Sun	AM #2								
8 NI	EWS NOW S	SUNDAY MO	RNING- #2									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week:	: 10/22/12	10/28/12	5	1	\$2,500.00	0.00		_	-			
E 29	8 10/24/1	2 10/24/12	8 News Now 5a M	-F CM	5-6a	W	:30	1 \$	\$1,000.00LV1	0.00 NM	1	\$1,000.00
			8 News Now 5a M	l-F								
8 NI	EWS AT 5A											
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			8 News Now 5a M		5-6a	M	:30	1 \$	\$1,000.00LV1	0.00 NM	1	\$1,000.00
			8 News Now 5a M					-	•			
8 N	EWS AT 5A											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	M	1	\$1,000.00	0.00	_					
E 33	8 10/30/1	2 10/30/12	8 News Now 5a M	-F CM	5-6a	-T	:30	1 \$	\$1,000.00LV1	0.00 NM	1	\$1,000.00
			8 News Now 5a M	I-F								
8 N	EWS AT 5A											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	-T		\$1,000.00	0.00						
E 34 8	8 10/27/1	2 10/27/12	8 News Now Sat 1		11-1135p	S-	:30	1 \$	\$2,500.00LV1	0.00 NM	1	\$2,500.00
			8 News Now Sat	l 1p								
8 N	EWS NOW											
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E 35	8 10/28/1	2 10/28/12	8 News Now Sun		11-1135P	S	:30	1 \$	\$2,500.00LV1	0.00 NM	1	\$2,500.00
O AU	EWS NOW A	T 11 DA4	8 News Now Sun	1 1 p								
O IVI			Maakdaya	Spots/Week	Date	Pating						
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										Totals	35	00.000,co¢